



Course Specifications

University: Cairo

Faculty: Mass Communication

Academic year: 2020/2021

1- Course data:	
Code: JUR402 Title: Management of Press Institutions	Department: Journalism Level: Fourth First and Second Semester - Obligatory
Specialization: Journalism	No of studying units: theoretical 3 / practical: -

Intended Learning Outcomes (ILOs)

a) Information and concepts

- A/1- Explains the concept of press management.
- A/2- Defines the various management functions and activities in the press institutions.
- A/3- Defines the prevailing methods of administrative organization in press institutions.
- A/4- Lists the stages of development of administrative thought.
- A/5- Explains the nature of the economic factors and concepts associated with the press industry.
- A/6- Defines the concept and determinants of newspapers' editorial policies.
- A/7- Lists the methods for editors to acquire the newspaper editorial policies.

- A/8- Determines the factors affecting the editorial policies of newspapers.
- A/9- Lists the different forms of newspaper ownership patterns locally and internationally.
- A/10- Defines the revenue sources of press institutions and the factors affecting them.
- A/11- Describes the relationship between newspapers' funding sources and their editorial policies.
- A/12- Explains the relationship between the administrative and organizational thought prevailing in press institutions and the newspapers' editorial policies.

b) Intellectual skills

- B/1- differentiate between the various management processes and functions.
- B/2- classifies forms of organizational structures for press institutions.
- B/3 - establishes the relationship between administrative and organizational thought and newspaper editorial policies.
- B/4- Analyzes the various effects of press ownership on journalistic performance.
- B/5- Deduce the factors affecting the revenues of press institutions from various sources of funding.
- B/6- analyzes the nature of the variables affecting the management of press institutions and their economies locally and globally.

c) Professional and practical skills concerned to the course

- C/1- designs an alternative plan to develop the prevailing administrative and organizational aspects in press institutions.
- C/2- Designs an administrative and organizational structure for a to-be-issued newspaper.
- C/3- Invents a plan to increase the revenues of press institutions from various funding sources.
- C/4- Designs a model for organizing methods in traditional newsrooms in press institutions.

d) General and transferable skills

- D/1-Using information technology in the various management processes and functions.
- D/2- Using information technology in collecting data and information about journalistic experiences.

- D/3- Work within a team that can carry out specific tasks.
- D/4- Using various sources to conduct research about the issues of the management and economics of press institutions.

Course Content:

- 1- Introduction about the administration of the press institution.
- 2- The concept of the press institution and its objectives.
- 3- The concept of press management and its stages of development.
- 4- The functions of planning and decision-making in press institutions.
- 5- The function of organizing in press institutions.
- 6- The functions of leadership, direction and control in press institutions.
- 7- Mid-term exam.

- 8- Function of organizational communication.
- 9 - The forms of press ownership in Western societies.
- 10- Press ownership conditions in Egypt and its legislation.
- 11- The relationship between the ownership patterns and the economic and administrative performance of press institutions.
- 12- The concept of the newspaper's editorial policy and methods of its acquisition.
- 13- Factors affecting the editorial policies of newspapers.
- 14- The future of press management in Egypt.
- 15- Final exam.

Teaching and learning methods:

- 5/1 Lectures.
- 5/2 Discussion.
- 5/3 Practical exercises.

- 5/4 Case studies.
- 5/5 Dividing students into groups.

Student assessment methods:

- Written (Midterm and Final Exam).
- Assignments.

- Presentations.
- Discussions and in-class participation.

